

Jessica D. McFaul

(b) (6)

PROFESSIONAL EXPERIENCE

Communications Director

July 2016-Present

U.S. Representative Jeff Denham (CA-10) – Washington, D.C.

- Develop and implement rigorous communication strategy for four-term California Republican
- Communicate early and often with staff to ensure message consistency and foster positive relationships with District-based staff
- Pitch and staff Congressman Denham for national television, print and radio interviews
- Write and place press releases and op-eds on issues of local, state and national relevance
- Oversee digital video content development (internally-produced and outsourced)
- Manage Facebook, Twitter and Instagram accounts
- Manage digital and print advertising
- Manage proactive constituent mail program (franked mail and 499s)
- Oversee development of weekly constituent newsletter and quarterly veterans newsletter
- Rebuilt Congressman Denham's official website in 2017 (Denham.house.gov)

Director, Communications & Press Secretary

July 2011-July 2016

American Forest & Paper Association – Washington, D.C.

- Primary association spokesperson representing the U.S. paper manufacturing industry
- Managed incoming press inquiries and pursued mainstream and trade media placements for regulatory, legislative and business issues affecting the industry
- Wrote and placed press releases, op-eds, letters to the editor and blogs; drafted supporting member communications and social media content
- Managed association ad buys (print and digital)
- Managed creative process and production for advertising and videos
- Supported department executive director, policy department and government affairs team with communication strategy setting and implementation

Press Secretary

July 2011-May 2014

American Wood Council – Washington, D.C.

- Managed media relations, social media and member newsletter distribution
- Prepared chief executive communications (board materials, remarks) and annual report
- Led branding initiative to enhance visibility among key audiences, including management of two outside firms to conduct research and develop and implement communications strategy
- Led gap analysis for full-time communications support, resulting in new director hire

Communications Manager

Nov. 2007-Nov. 2010

International Paper Company – Memphis, Tenn.

- Managed media relations, community relations, charitable giving and internal communications for a 450-employee manufacturing facility in Pensacola, Fla.
- Served as communication lead for the Pensacola mill's \$69-million water quality project
- Supported IP Government Relations by liaising with local and state elected officials and regulatory agencies and by administering grassroots action alerts
- Managed crisis communications and provided guidance on media relations, community relations and internal communications for a 70-employee manufacturing facility in Henderson, Ky.

Project Communications Specialist**Nov. 2006-Nov. 2007**

International Paper Company – Memphis, Tenn.

- Created and executed communications strategy for \$250-million capital project in Pensacola, Fla.
- Developed and managed tactical project support (weekly newsletter, intranet and blog)

Director of Community Relations**Oct. 2004 – Nov. 2006**

Pensacola Pelicans Professional Baseball – Pensacola, Fla.

- Managed community relations, event planning, and player relations
- Created and managed all youth, charitable and fundraising programs

EDUCATION**M.A., Leadership Communication****2008-2010**

University of West Florida

B.A., Communication Arts, Public Relations**2001-2004**

Cum Laude, University of West Florida

**COMPUTER
SKILLS**

Proficient with PC and Mac, Microsoft Office Suite, Fireside CMS, Leidos IQ, Canva; familiar with Adobe creative design programs

**PROFESSIONAL
AFFILIATIONS**Public Relations Society of America (PRSA) – NCC Chapter (2012-2016)
Florida Public Relations Association (FPRA) – Pensacola Chapter (2004-2010)**COMMUNITY
SERVICE**

Taste of the South Florida Committee (2011-2012); University of West Florida guest lecturer (2009-2010); Leadership Pensacola (Class of 2010); First Book Pensacola advisory board (2008-2010); Learn to Read of Northwest Florida volunteer (2008-2009)

**HONORS &
AWARDS****2010 Communicator of the Year (For-Profit Organization)**

Florida Public Relations Association (FPRA) – Pensacola Chapter

Presented with Congressional Record (May 27, 2010)

U.S. Representative Jeff Miller (FL-01)

REFERENCES

Available upon request